



**Proposal for: Arkansas Health Information Exchange
(HIE)**

Submitted by:

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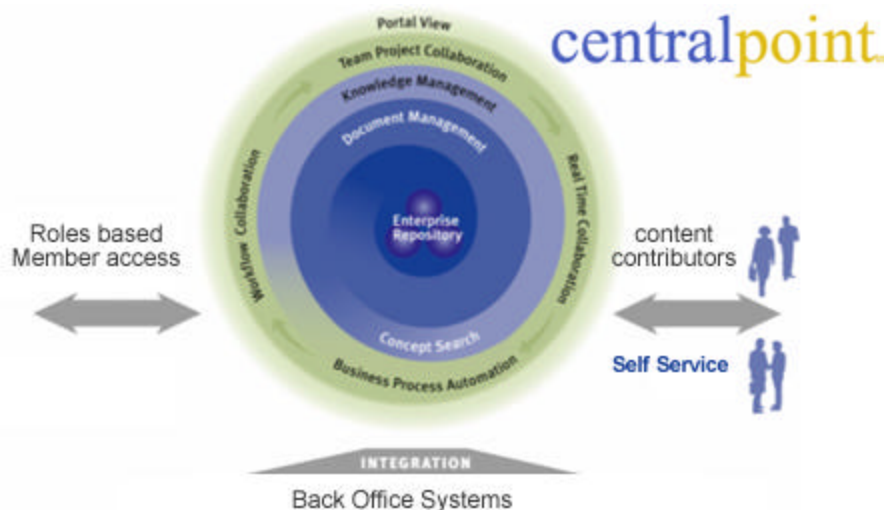
Introduction

Oxcyon is a leader in online healthcare member based portals empowering over 210 clients nationwide with its Centralpoint CMS/Portal Platform technology.

Oxcyon brings a unique technology to address the needs of Meaningful Use, within your statewide Regional Extension Center. Centralpoint© is a .NET CMS and Portal technology which would empower your organization to cascade and collect information through your local affiliates, down to the individual physician within the practices in your state.

Centralpoint© would provide ARKANSAS HEALTH INFORMATION EXCHANGE (HIE) a complete Centralpoint Portal, including over 200 Web 2.0 tools, to allow for centralized management of your Regional Extension Center Online saving you time and money. Centralpoint will consolidate all physician activity, regarding the functions below, as well as provide reporting on their usability.

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MEANINGFUL USE, AVAILABLE AS A SOFTWARE AS A SERVICE:

Rapid Deployment from pre-developed Enterprise structures

Low Infrastructure Cost.

Over 200 Web 2.0 Tools, "out-of-the-box", including these featured below:

Online Education & Certification

Vendor Selection & Comparison

Email Broadcasting & Alerts (keeping members updated instantly)

Collaboration & Blog between members

Sustainability

OPTIONAL - Online Subscription Sales (to Physicians)

OPTIONAL – Vendor Sponsorship (within directory)

OPTIONAL – Fee vs. Free access to Certification

OPTIONAL Donations

Multi Site Management – For affiliate partners

Individual Portal Access – For participating Physicians

• Overview

The Centralpoint Regional Extension Center Portal, by Oxcyon, would empower your extension center, and your participating providers to adopt electronic health records, and report on the success of the initiative....all from one easy to use technology. This Software as a Service (SaaS) approach lets you keep infrastructure costs low, and provides you the right foundation for reporting down the road. The Centralpoint Regional Extension Center Portal also considers many ways to approach the question of Sustainability, by making virtually any feature optionally 'free' or 'fee' based.

A narrated overview of this offering can be found at: <http://www.youtube.com/oxcyon#p/u/5/03ltvqcStyA>

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National Information & Reporting

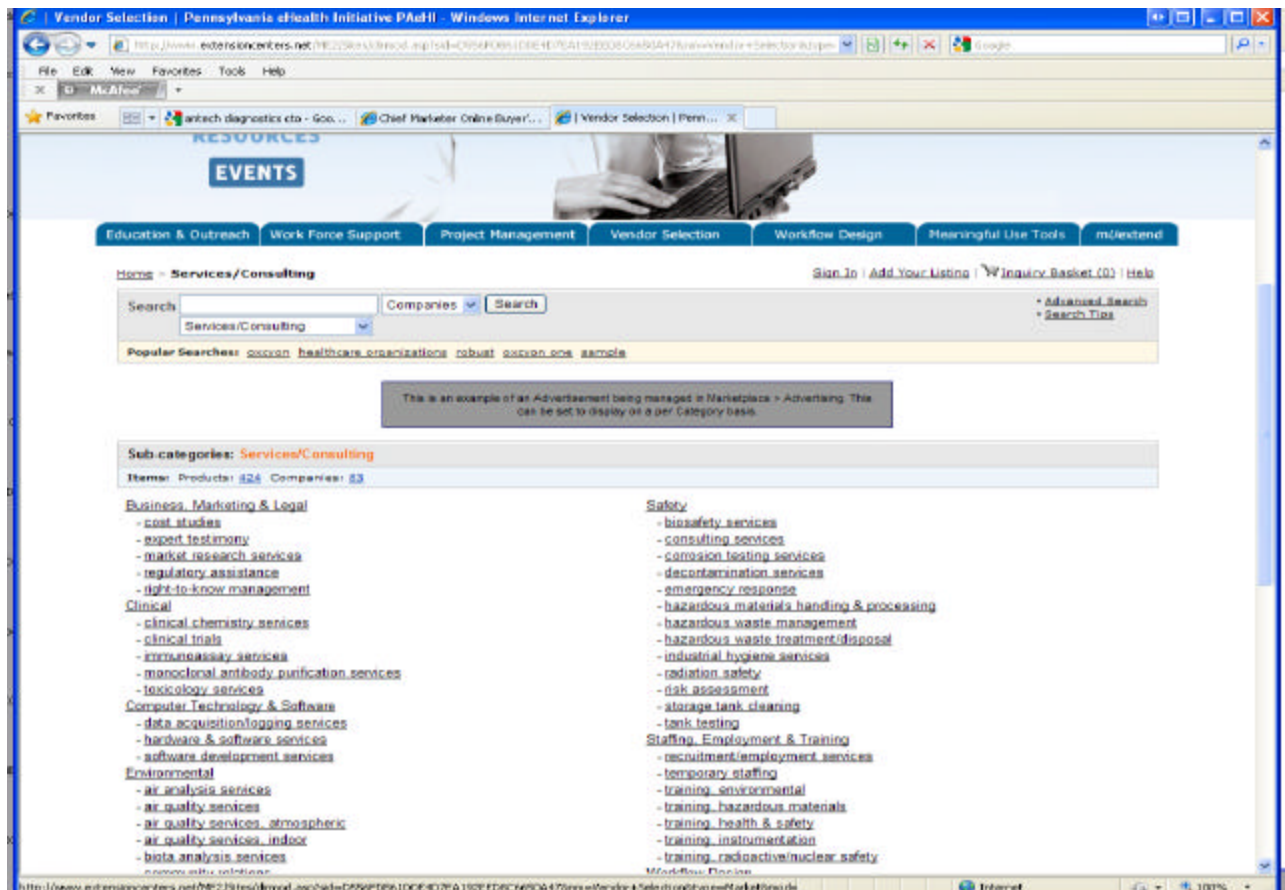
- **Statewide and Local Reporting (for all 50 states)**
 - **Local Info & Reporting (for all Extension Centers)**
- **Collaboration- social media, blogging**
- **Vendor Selection – putting provider & vendor together**
- **Online Education – online Testing & Certification**
- **Jobs & Careers – helping members find jobs**
- **Workflow Design – leveraging best practices**
- **Project Management- assisting in implementation**
- **Reporting – Search Engine Optimization, Ranking, and full reporting on logged in users (physicians) as well as their completed education, email broadcasting outreach, blogging, vendor selection, and contact history with your regional extension center.**

Collaboration



Allow members to collaborate with others in your region, to share knowledge, about what works and doesn't work when adopting electronic health records. Editorial review allows your extension center to monitor the 'chatter' between physicians, giving you better insight into their needs.

Vendor Selection, Comparison and Lead Generation



Let physicians search for software, hardware, consultants and contractors that are right for them. Here physicians can find the tools and support they need, and easily contact vendors for additional information or price quotes. Your extension center can see which physicians are showing interest in which vendors. You can even track all physicians' requests against various vendors. These tools can even be used as excellent presentation tools in person, and can be limited to only authorized members.

Vendor Selection - Continued

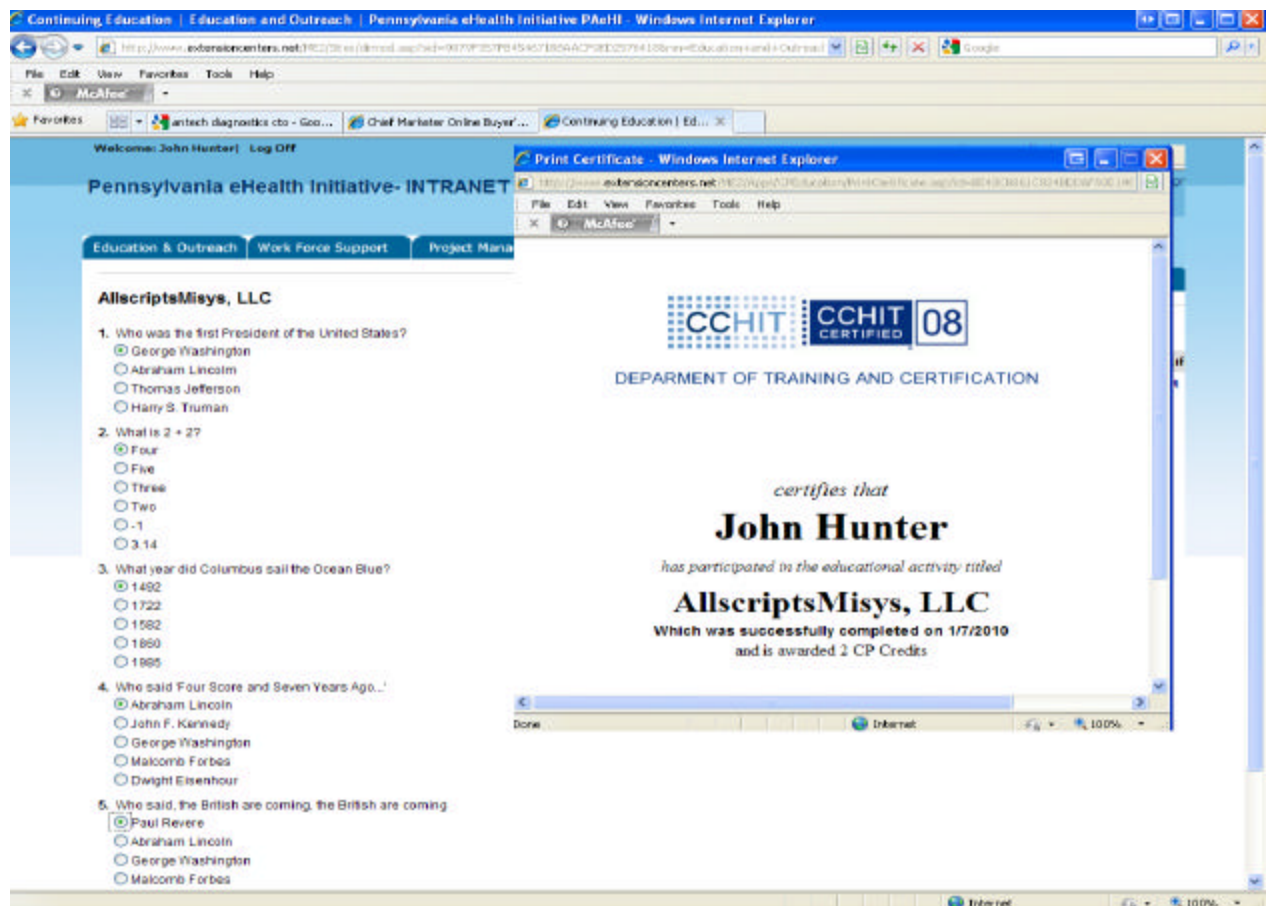
The screenshot displays a web application titled "Vendor Selection - Pennsylvania Health Initiative Phase II" in a Windows Internet Explorer browser. The main content area is a "Product Comparison" window that compares four MedPlexus EHR products. The comparison table is as follows:

	MedPlexus MedPlexus EHR (25-100 Physicians)	MedPlexus MedPlexus EHR (all sizes)	MedPlexus MedPlexus EHR (Over 100 Physicians)	MedPlexus MedPlexus EHR (6-25 Physicians)
KLAS Data Status	Approved	Approved	Approved	Approved
KLAS Performance Status	N/A	N/A	N/A	N/A
COBIT	Certified	Certified	Certified	Certified
Cost	\$599.00 per physician	\$599.00 per physician	\$599.00 per physician	\$599.00 per physician
Implementation Time	30 Days	30 Days	30 Days	30 Days
Platform	Windows Vista	Windows Vista	Windows Vista	Windows Vista
Web based	No	No	No	No
Ease of Implementation	Difficult	Difficult	Difficult	Difficult
Training	Included	Included	Included	Included
Support	Basic	Basic	Basic	Basic
Updates	Annual	Annual	Annual	Annual
Certification	No	No	No	No
Lease Option	Yes	Yes	Yes	Yes
Support Cost	\$110.00/hr	\$110.00/hr	\$110.00/hr	\$110.00/hr

Below the comparison table, there are search filters and a list of products. The search filters include "Search" (with a dropdown for "In All Categories"), "Popular Searches" (with a dropdown for "amazon"), "Products" (with a dropdown for "MedPlexus"), and "Refine search" (with a dropdown for "by date" and a "Show All" button). The list of products shows four MedPlexus EHR products, each with a "No Photo" placeholder and a "Contact now" button.

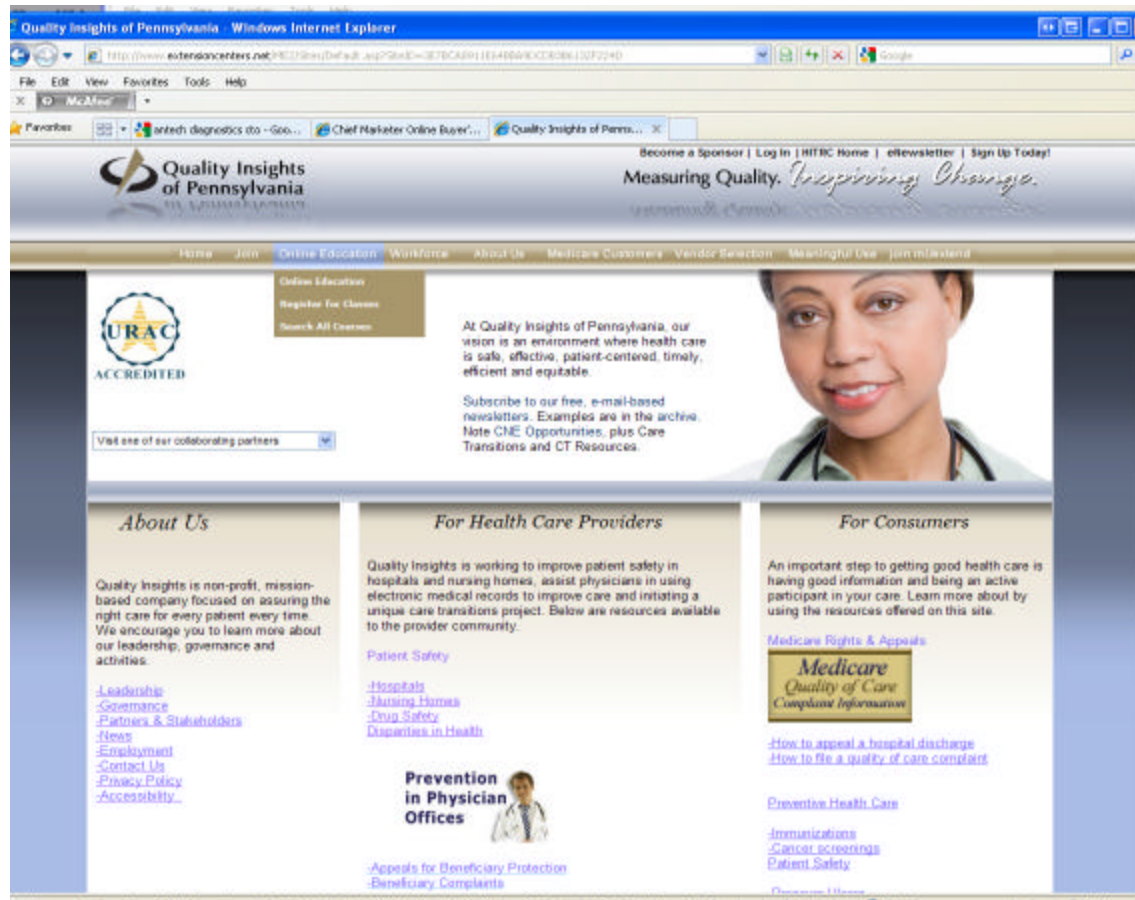
Empower your physicians with comparative analysis tools online. Within the vendor selection directory, they can compare different offerings to help them make the most intelligent decision for their practice type and size.

Online Education



Online education, lets physicians in your region get properly certified on the software, practices and processes required. Here physicians can take online tests, get certified, and even log in later to see all past tests taken. All tests taken provide you with reporting, to show which practices are certified, and moreover, which ones are not.

Microsite Support for Constituents & Affiliates



Distribute your lightweight web applications to other constituents and affiliates within your region. This allows them to provide the same services as an 'extension' of your organization. They get to manage their information, and your organization benefits from centralized reporting of 'all' regions.

Sustainability



It is up to you how you wish to address sustainability. When the government funding runs out, you will need to generate revenue to sustain. Centralpoint gives you the option to provide these services 'for free', or 'for free', letting you address sustainability when and how you feel it is appropriate.

Immediately Available Tools giving you options to address Sustainability:

- Member Subscriptions – physician paid member access
- Paid Certification – physician payment for online testing and certification
- Vendor Sponsorships- ability to accept vendors in the directory for fee
- Online Donations – ability to take online donations

Timeline. What to expect...

The launch process can take anywhere from 30 to 120 days. The time range is contingent on how much customization is required, and how prepared the client is (readiness of design, and access to needed data). The average launch for a typical new client is approximately 75 days. This is approximately 1/6th the time of the traditional build and deployment process.

When we engage with a client, the first thing we do is assign a Production Manager to the account. This individual is responsible for the entire launch of your project. Within Oxcyon, the production manager is given dedicated resources (like programmers, analysts, and database engineers) to do the heavy lifting of migrating your data, building your site the way you want it, and then launching it.

Oxcyon's Online Issue Management System

Keeping all requests accountable, and your project on schedule

Oxcyon will grant client access to our Online Issue Management system. This is an essential tool for us both to track each request until the project is completed. This allows for a real time audit trail, providing auto email notifications to you, as we accomplish each task. During this time, you are able to contact us via phone, but encourage the use of the issue management system whenever possible to keep things accountable.

Ideally, a screenshot from the client is helpful. The build of the Regional Extension Center is built around core modules: Online Education, Vendor Directory, Members, Email Broadcast and Collaboration tools. The functional portal can be deployed within 30 days, less your intended design, and populating the portal with information....namely a list of physicians and practices within your state. We intend to gather physician information for your state (assuming you can access this, and if you cant it can be purchased by your organization), so that we can 'fill it up' with all of your future member candidates. From that point, it is about outreach to let these new physicians know of you, your online services, and how you can help them. For this we utilize SEO, and email broadcasting, and will assume direct mail efforts will be conducted to help.

Proposed Project Timeline

1.) Kick off meeting (via web conference)	TBD
2.) Design Phase Completed	TBD
3.) Build Phase Completed	TBD
4.) Data integration with completed directory (disparate systems)	TBD
5.) Circulation Integration	TBD
6.) Quality Assurance Testing	TBD
7.) Beta testing – user groups/feedback	TBD
8.) Final development and analysts – post feedback	TBD
9.) Training	TBD
10.)Launch	TBD

ARKANSAS HEALTH INFORMATION EXCHANGE (HIE) Resources & Responsibilities

- 1.) Oxcyon will need to have complete access to the web members (phone/email) and most importantly the designated “decision maker of the site” during development. We would kindly ask that any request, email, question that is forwarded be replied to by next business day, if possible.
 - a. Access to those in charge of member data
 - b. Access to those in charge of other related databases needed for the project
- 2.) Oxcyon will need to have periodic access to the server (if hosted internally) to provide software updates.
- 3.) We understand that there are a few members involved in the web initiative, and would like to request one singular point of contact at ARKANSAS HEALTH INFORMATION EXCHANGE (HIE) to make decisions and authorize work to be done
- 4.) We will be asking for definitions of content types that may have not been previously considered. As much thought that can be placed on this today will ultimately save everyone a lot of work in the future. Conversely, this investment does not have to consider ‘all’ possibilities before we get started as the “types” and “taxonomies” will be able to be added, amended, etc. in the future.
- 5.) General Design guidance: We would like to ask that the web team get together, do some web surfing and come up with a site “layout” (general navigational rules) that they would like to work with. Oxcyon will provide some recommendations here, based on best practices (what works, what doesn’t), which collectively should allow us both to come up with something very good for ARKANSAS HEALTH INFORMATION EXCHANGE (HIE)
- 6.) Delivering whatever data that can be delivered to Oxcyon to make the migration path easier. Ideally, we like to receive whatever information you may have in SQL, Access in as flat of a format as possible. Ideally, we would like to receive a full database of the physician practices in your state.
- 7.) Delivering images to Oxcyon. Any specific images that we will need to deal with in digital format to maintain resolution and quality (logos, partner logos, etc.) will be needed throughout the project.

Training & Documentation

Oxcyon training is designed to provide your members with the knowledge and skills needed to be successful. Oxcyon believes in a :“**Train the Trainer**” approach which allows us to purge necessary training tips and skills into your Publication liaisons to ensure everyone has a touch point of help within Oxcyon, and within your own organization. Centralpoint© is developed around ordinary users, and hence, very little training is required.

We have found that bite sized training sessions are more helpful than one marathon training seminar. These sessions will be conducted via online web demonstrations, each las ting approximately 45min – 1 hour and will cover such things as:

- 1.) Site Structure and Design
- 2.) Module and layout
- 3.) Data warehousing and import utilities
- 4.) Server and Site maintenance responsibilities
- 5.) Forms Management

Our training courses teach key members of the implementation and operation teams how to plan and design a content management solution to meet their specific business objectives. These courses also teach business users how to use their Centralpoint© application to support Web site production once the solution is deployed. Documentation will include both manual documentation, and narrated flash/video tutorial on the entire application, both from an administrative perspective, and new user perspective.